Studienkreis
für Tourismus und
Entwicklung e.V.

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Celebrating 30 Years of the TO DO Award: Launch of New Competition Round

The Institute for Tourism and Development Announces the 30th TO DO Award | Submissions Open for International Competition Promoting Socially Responsible Tourism until July 31, 2024

Seefeld, 15.05.2024 – As a significant anniversary approaches, the Institute for Tourism and Development proudly launches the 30th edition of the **TO DO Award – International Competition for Socially Responsible Tourism**. This competition is among Germany's most esteemed and longstanding initiatives in education and development policy. Proposals will be accepted through July 31, 2024.

Established in 1995, the Institute annually seeks out pioneering initiatives and projects that reflect the full spectrum of the tourism value chain. Candidates are encouraged to showcase innovative, future-oriented concepts or projects that contribute to sustainable tourism with a positive social impact.

The TO DO Award committee selects tourism projects globally that engage local communities in both development and implementation, directly linking them to the economic benefits. Projects worthy of the award are further recognized for preserving cultural identities and promoting intercultural exchanges between residents and visitors. Each project is evaluated for its commitment to environmental, social, economic, and cultural sustainability.

The award may be bestowed upon multiple projects, each receiving a prize of **5,000 Swiss Francs** funded by the Swiss Foundation for Solidarity in Tourism. Additional incentives for participants include **marketing support within the European tourism market** and an **invitation to the ITB Berlin**, the world's leading travel trade show.

Claudia Mitteneder, Managing Director of the Institute, states: "We are convinced that the future belongs to socially responsible

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and sustainable tourism projects. These initiatives not only generate and safeguard jobs in the destinations but also mitigate social inequality and conserve resources. We warmly invite projects from across the globe to apply for the TO DO Award in this milestone year."

International Spotlight on Award Recipients

Award-winning projects will be recognized at the ITB in Berlin. The Institute aims to facilitate dialogue between the project leaders and key stakeholders in tourism and government sectors. The award ceremony is anticipated to attract extensive media coverage. After a selection process by a jury and an on-site review, all TO DO Award recipients will be officially honored at the ITB Berlin in March 2025.

Conditions of Participation **and** Registration **of the TO DO Award 2025**

At the same time, the Institute presents the **TO DO Award Human Rights in Tourism**. This award recognizes initiatives, projects, and individuals who exemplify the protection and adherence to human rights principles in tourism. Nominations for this prize are not possible – an independent expert jury selects the winner.

Cooperation partners *German Federal Ministry for Economic Cooperation and Development, Bread for the World/Tourism Watch, forum anders reisen, ITB Berlin, Swiss Foundation for Solidarity in Tourism, Studiosus Reisen München GmbH*

Prize Money *The Swiss Foundation for Solidarity in Tourism awards every TO DO Award winner with prize money of 5,000 Swiss Francs.*

Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development) focuses on development related information and education in tourism. In this context it brings out publications, organises international contests, offers training and seminars for people employed in the tourism sector, carries out tourism research and consultancy, and is involved in dialogue on issues related to tourism development.

Contact for the press

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